

ABSTRACT OF THE DISCLOSURE

A prize advertisement service system includes a first terminal of a prize advertisement presenter who presents a prize advertisement, a second terminal of a user who applies for the prize advertisement, and a server of a service provider which connects the first and second terminals to each other through a communication network. The server includes functions of registering prize advertisements into the server, registering a user who wants to apply for the prize advertisements, selecting a prize advertisement(s) which matches to the user, among the registered prize advertisements, transmitting data indicative of a list of the selected prize advertisement(s), to the second terminal, receiving an application of the user for one or more prize advertisements among the listed prize advertisement(s), from the second terminal, and transmitting the user information of the user having applied for the prize advertisements, to the first terminal as applicant data indicative of an applicant or applicants applying for the prize advertisement(s).